

Total No. of Questions – 10]
(2062)

[Total Pages : 2

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M.B.A. Examination
STRATEGIC ANALYSIS
Paper-301
(Semester-III)

Time : Three Hours]

[Maximum Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/ continuation sheet will be issued.

Note : Attempt *five* questions in all, selecting *one* question from each unit. Each question carries equal marks.

UNIT-I

1. What is Mission? Explain key elements in developing mission statement.
2. Explain the significance of research and development in strategic management.

UNIT-II

3. What are Generic competitive strategies. Explain.

4. Write short notes on the following :
- (a) Value chain analysis.
 - (b) Balanced scorecard.
 - (c) Core Competance.

UNIT-III

5. What is external environment analysis? Discuss the elements of external environment which should be analyzed for strategy formulation, give a few line examples also.
6. Explain Michael Porter's five force analysis for analysing competative environment of a firm.

UNIT-IV

7. What is the characteristics and scope of stability strategy?
8. What is Growth and Expansion Strategy?

UNIT-V

9. How should the executives go about preparing a Strategic Advantages Profile (SAP) for their companies? Explain with the help of an example of company you are aware of.
10. "SWOT" analysis is very crucial element of strategic analysis.
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